



CVC 360: AN INTRODUCTION TO THE MUSIC INDUSTRY

WELCOME!



“WE ARE COMMITTED TO PROVIDING EACH INDIVIDUAL WITH A PERSONAL WAY OF LEARNING, WE GIVE EACH ARTIST THE TOOLS AND KNOWLEDGE TO GET AHEAD AND HAVE A LONG AND PROSPEROUS CAREER, IN WHAT IS A VERY TOUGH BUT HUGELY REWARDING INDUSTRY”

WHO WE ARE

City Vocal Coach (CVC) was founded by Samuel Marlow, who is now one of the countries leading singing teachers; he began his career at the prestigious Brit School where he continues to teach some of the countries most talented young people.

CVC is based in Camden, North London and is run from the famous New Rose Studios on Camden Road.

The CVC 360 course offers an all-round introduction to the music industry; providing artists with a basic understanding of all the different elements of this ever changing industry.

This course doesn't just provide the knowledge of how to get ahead, but also gives the artist the practical tools to do so.

At CVC we believe in giving each artist a personal service, embracing their individuality and helping them find their path towards creative fulfilment. Each course is led by top industry professionals, who combined have over 40 years' of experience working in the music industry.

At the end of this innovative course, every artist will leave with a fully working website, studio experience, and a demo.



WEEK ONE: VOCAL TECHNIQUE & PERFORMANCE

The first week is led by City Vocal Coach founder Sam Marlow and BAFTA nominated musician/actor Daniela Finley. Together they will teach vocal methods and techniques that are essential to any singer no matter what the genre, be it classical, pop, rock, jazz or blues. In this first session as well as working intensively on the voice,

they will also look at all the different elements of being a performer. Helping artists work on their vocal techniques, as well as teaching them how to enhance their own unique voice, unlocking their performance desires, and helping them to overcome their fears realising their potential on stage.

SUMMARY

- **LEARN THE CITY VOCAL COACH TECHNIQUE**
- **LOOK AT HOW BEST TO USE YOUR VOICE AND ENHANCE IT'S INDIVIDUAL QUALITIES**
- **UNDERSTAND YOUR VOICE AND WORK WITHIN IT'S PHYSICAL LIMITATIONS**
 - **MINIMISING THE RISK OF INJURY**
- **LEARN PERFORMANCE AND MIC TECHNIQUES**
 - **LOOK AT BREATHING AND POSTURE**
- **LEARN STAGE TECHNIQUES AND STAGE ETIQUETTE**
- **LOOK AT PRACTICAL WAYS TO EXERCISE YOUR VOICE EVERY DAY**

WEEK TWO: MUSIC BUSINESS

Week two is led by Chris Brown who is an entertainment lawyer at a leading media law firm, Sheridans, specialising in music law. Chris will guide artists through all aspects of the industry from recording and publishing to sponsorship, endorsements and touring. In addition to his artist focused practice, Chris also advises a number of record labels and publishing companies in relation to their rights and the exploitation thereof.

Before entering the legal profession, Chris spent four years in music marketing working across the board at Universal, Island and Decca, devising and executing marketing strategies for some of the biggest selling albums of the time, including Amy Winehouse's 'Back to Black', Mika's 'Life in Cartoon Motion' and Florence and the Machine's 'Lungs'. On the CVC 360 course Chris dedicates his time to educating artists on the music business.

SUMMARY

- **WHAT TO LOOK OUT FOR IN A RECORD DEAL**
- **LEARN ABOUT THE ROLES WITHIN THE INDUSTRY FROM A&R TO LIVE AGENT**
 - **LOOK AT HOW THE MUSIC INDUSTRY IS CONSTANTLY CHANGING**
 - **LEARN HOW TO STAY AHEAD OF THE GAME**



WEEK THREE: STUDIO

WEEK THREE IS RUN FROM THE NEW ROSE RECORDING STUDIO. THIS WEEK IS UNIQUE AS IT PROVIDES A ONE-TO-ONE TWO HOUR LESSON, WHERE EACH STUDENT IS GIVEN THE CHANCE TO RECORD IN THIS PROFESSIONAL WORKING STUDIO AND LEAVE WITH THEIR OWN DEMO, WHICH THEY ARE FREE TO SEND OFF TO RECORD LABELS, USE ON THEIR SHOW REEL AND EVEN RELEASE.



SUMMARY

- TWO HOURS IN A PROFESSIONAL MUSIC STUDIO WITH YOUR OWN PRODUCER
- LOOK AT INCORPORATING MIC TECHNIQUES LEARNED IN WEEK ONE
- LEARN STUDIO TERMINOLOGY
- DISCOVER WHAT REVERBS AND EQ'S SUIT YOUR VOICE

WEEK FOUR: BRANDING & MARKETING

This week is led by Tom Payne who has been working in TV and the digital media industry for over 7 years.

He is currently a producer and director for the multi-platform production company 'Spirit Digital' producing content for some of the biggest brands and talents in the world, leading the way in next generation platforms such as Facebook, YouTube and Twitter.

In this part of the course Tom encourages each artist to look at themselves and what they are trying to project. He will then help each artist to embrace their sound and image and work with them to develop themselves into a "Brand".

Tom will guide each artist through building their own website and explore practical ways to generate income by creating a strong online identity.

Tom has worked for a diverse range of corporations - from fashion companies such as Burberry and ASOS to Jamie Oliver's FoodTube, Yahoo and Channel 4.

SUMMARY

- MARKETING
- WEBSITE DESIGN
- BRANDING
- WHAT A&R ARE LOOKING FOR IN AN ARTIST



HOW TO APPLY

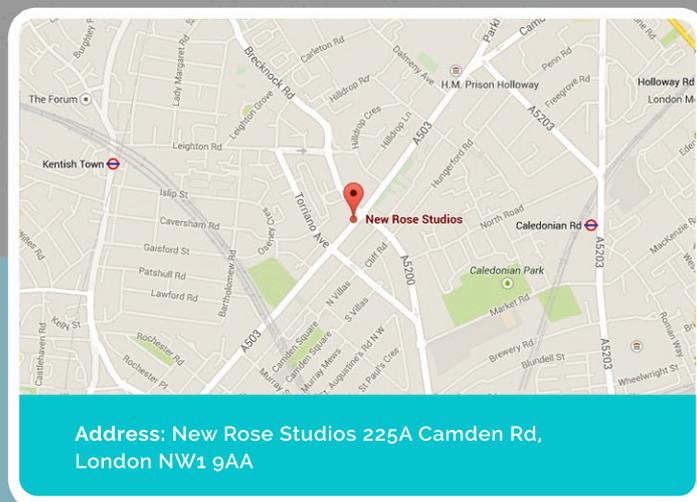
ARTIST APPLICATION FORM



Applicants should express their interest in the course by clicking the **Book a Place** button at the bottom of this page & filling in the application form.

Please be aware that because of the nature of the CVC 360 course we have limited number of places available each month. However, all applicants will be assessed and will receive a response within 10 working days.

GETTING THERE



Address: New Rose Studios 225A Camden Rd,
London NW1 9AA

FINAL THOUGHT

LET US HELP YOU PROGRESS AND DISCOVER YOUR FULL POTENTIAL

At City Vocal Coach we are very lucky that every tutor is an industry professional, so we are able to give honest and practical advice to each individual artist, helping them to sculpt their career. We nurture each individual giving them tools and practical knowledge to help each artist grow.

We provide support and advice through every aspect of the industry, not just in a creative sense but also giving them ideas tips and advice for how they may be able to sustain a living in an industry where money at times can be very hard to come by! Artists who attend this four week course are not just part of it for those few weeks, the CVC brand will continue to give long-term support.

COURSE COST: ~~£500~~ £250*

BOOK A PLACE